



Getting More Turkish Students On Campus

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Webinar

Topics to be discussed

- What is EducationUSA?
- How can EducationUSA make your life easier?
- How can you promote your school?
- How can you get more Turkish students?
- How can you help your Turkish students be more successful?

EducationUSA

- State Department - ECA
- Network of nearly 500 advising centers around the world
- Promote educational opportunities in the US
- Complete, objective information to students
- Work with local students, local institutions, US universities and their representatives, associations

Cooperation: EducationUSA and US Schools

- Refer interested/accepted students to local centers
 - Motivation and help necessary – complicated process!
 - Information sessions on special topics like essay writing, applying to schools, etc.
 - Properly translated and certified documents
 - Information about financial aid opportunities
 - Predeparture Orientation sessions to ensure students adjust more easily and are part of a network
 - Ask advisers' feedback on your website

How this will ease you work

- Complete application packages ON TIME!
- Documents certified by locals familiar with system
- Follow up on application process with advisers
- Better oriented students will be more successful
- More user-friendly websites
- Less questions and emails to answer
- Knowledge of local language and bureaucracy not necessary

How you can foster cooperation

- EducationUSA link and triggers on school website
- Host USBT and PAL adviser training programs
- Become a NAFSA member
- Attend education fairs and school tours
- Work with local centers to keep track of your alumni
- Talk to advisers to start partnerships with local universities
- Ask centers about promotional material preferences

How to get more students

- Send us promotional materials-ask: format and amount
- Make applying easy: www.commonapp.org
- Give as much info as possible to college catalogues
 - Collegeboard, Petersons etc.
- Use alumni to help you with outreach
- Answer queries with personalized replies and promptness
- Issue I-20s quickly and ask mode of delivery
- Assign (Turkish) students to Turkish applicants as mentors

\$ - YTL

- US education much much too expensive for most Turks
- HELP WITH FUNDING
 - Provide waivers, scholarships, on-campus jobs
 - Provide information about US and Turkey-based funds
 - Have them contact us for help
 - Provide realistic estimates of living expenses
 - Provide info on modes of payment
 - Accept credit cards not only cheques

Funding available for Turkish students

- Fulbright Commission
- YOK-Council of Higher Education
- MEB-Ministry of National Education
- TEV-Turkish Education Foundation
- TUBITAK-The Scientific and Technological Research Council of Turkey
- TUBA-The Turkish Academy of Sciences
- Government institutions-to their staff
- And many others!

More tips..

- Talk to Commercial Section about partnership opportunities
- Visit our centers in Ankara and Istanbul
- Learn about the education system and local needs
 - University Entrance Exam: Application deadlines ☹
 - Parents want a friendly face, someone accessible
 - Coddling may be necessary for undergraduates
 - Standard tests: SAT? GRE? TOEFL? IELTS?



Thank you!

Questions?

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